



★ StarTribune
**TOP
WORK
PLACES**
2015



Braemar Arena & Field
General Manager Profile



Edina City Hall, 4801 W. 50th St.

PROFILE OF THE CITY

The City, incorporated in 1888, is a fully developed first-ring suburb of Minneapolis. The City currently occupies a land area of 16 square miles and serves a population of more than 50,000 residents. Currently, 98 percent of the City is developed. Its first major period of growth occurred in the 1950s as residents and businesses looked to suburban neighborhoods. The late 1960s and early 1970s were another significant period of growth. Today, the City is in a period of “redevelopment” as aging structures (both commercial and residential) are being replaced with newer structures that better suit the needs of 21st century businesses and residents. Approximately 59 percent of Edina’s land area is attributed to low-density residential neighborhoods, 12 percent to commercial/industrial uses, 16 percent parks and open space with the remainder used for local, county and state roadways.

The City operates under the Plan-B Council-Manager form of government. Policy-making and legislative authority are vested in a City Council (Council) consisting of the Mayor and four other members, all elected on a non-partisan basis. The City Manager is the chief executive officer of the City of Edina. The City Manager is responsible for the proper administration of all affairs relating to the City and overseeing the day-to-day operations of City staff. The City Manager has the ultimate authority regarding all employment decisions for the City of Edina.

LOCAL ECONOMY

The City currently enjoys a favorable economic environment and local indicators point to continued stability. The region, while noted for strong retail and professional sectors, has enjoyed considerable redevelopment in recent years. The redevelopment consisted of varied manufacturing, medical and high-tech base that adds to the relative stability of the unemployment rate. Major industries with headquarters or divisions



Southdale Center

within Edina include Fairview Southdale Hospital, Southdale Center and Galleria malls, Nash Finch, Regis, Dow Water & Process Solutions and International Dairy Queen. Edina’s robust business community is based in three primary nodes: 50th & France, Greater Southdale and a professional/industrial district west of Highway 100. Numerous employers in the medical, retail, service, manufacturing and distribution industries are located in Edina. Edina is home to approximately 50,000 jobs that are expected to remain stable over the coming years.

The City has become known for its quality residential housing stock and attractive neighborhoods. Although the emphasis has changed over the years from exclusively single-family housing to a more balanced mix of single- and multi-family housing types, the City’s concern for overall quality in residential development remains a top priority.

The City contains at least 2.5 million square feet of commercial space, plus a higher amount of general commercial and industrial space. These businesses occupy facilities ranging from free-standing wood-frame structures to non-combustible high-rise structures.

The City enjoys AAA and Aaa bond ratings from Standard and Poors and Moody’s, respectively.

MAJOR INITIATIVES



VISION
EDINA

After more than a year of thoughtful work and community-wide engagement, the City of Edina recently adopted Vision Edina, a long-term strategic framework that helps our community understand and guide important decision making that will impact our community’s future. Edina’s new vision statement:

Edina holds a well-earned reputation as a city of choice. It is the model of a successful, mature, and progressive urban community, that strives to lead in a modern and evolving world. We maintain our heritage and attractiveness, and afford our residents the highest quality of life, while actively embracing the future.



Downtown Edina, 50th & France

The city-wide Work Plan, developed by staff and City Council, identifies key projects the City is hoping to accomplish during the two-year operating budget cycle. The Work Plan is designed to carry out the policy objectives set forth in the city's long-term planning documents. The City-wide Work Plan is then used by Directors to develop their Department Work Plans. The City Council discusses work plan progress during quarterly business meetings with staff.



IQS in action

IQS

In Edina, our work with residents, coworkers and other customers is defined by Integrity, Quality and Service, the "Edina IQS." What do the Edina IQS look like in action?

Integrity

- We proactively and openly share information.
- We do what we say we are going to do.
- We are honest, ethical and transparent in our actions.
- We work for the common good and put the interests of the City above our own.
- We wisely use all City resources, including money, equipment and time.

Quality

- We do accurate, high-quality work.
- We take smart risks and look for innovative solutions.
- We strive to provide the best long-term value for our residents.
- We show initiative by continuously improving our operations.
- We take pride in our work and in being a leading organization.

Service

- We welcome, listen to and seek to understand others.
- We strive to anticipate the needs of others and to exceed their expectations.
- We look for opportunities to work with others in solving problems.
- We seek out feedback and use it to improve our work.
- We support one another and work cooperatively.



Fire-Rescue & Inspections Department

CITY SERVICES AND STAFF

The employees of the City of Edina deliver a wide-range of quality services to the people who live, work and play in Edina. The City's employees are organized into 10 departments.

- | | |
|--|-------------------------------------|
| • Administration | • Fire-Rescue & Inspections |
| • Communications & Technology Services (CTS) | • Human Resources & Risk Management |
| • Community Development | • Police |
| • Engineering | • Parks & Recreation |
| • Finance | • Public Works |

The City has 285 full-time employees. Throughout the year, the number of part-time and seasonal staff fluctuates between 200 and 500 employees. Over the course of a typical year, the City employs more than 1,000 people. There are four bargaining units representing 45 percent of the City's full-time staff, including paramedic/firefighters, police officers, public service workers, and 911 dispatchers. The remaining employees are non-union.



Edina Aquatic Center



Edina Art Center



Centennial Lakes Park

The City of Edina provides a full range of City services including police and fire protection; construction and maintenance of streets and infrastructure; water and sewer services, and more than forty City parks.

The City also owns and operates several recreation facilities:

- **Braemar Golf Course**

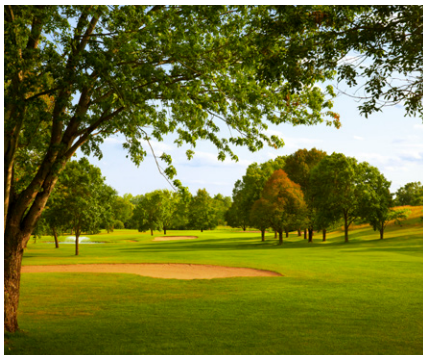
Braemar Golf Course features 18 regulation holes, nine-hole executive course, recently remodeled banquet facility, Tin Fish restaurant and the largest and longest-hitting Golf Dome in the Twin Cities area with 46 tee areas on two levels.

- **Braemar Arena**

Braemar Arena boasts three indoor, regulation-size ice sheets and one outdoor covered ice sheet during the winter season dubbed The Backyard.

- **Braemar Field**

Braemar Field is a 400-foot-long, 250-foot-wide athletic sports field adjacent to Braemar Arena. It's inflated from November through April and open-air artificial turf the rest of the year.



Braemar Golf Course



Community Development Department

- **Centennial Lakes Park**

With a 24-acre park and pond, Centennial Lakes Park features more than 1.5 miles of paved pathways meandering around a 10-acre lake interspersed with beautifully landscaped grounds, 1,000 person amphitheater and a banquet facility.

- **Edinborough Park**

The completely enclosed, one-acre park features a junior-Olympic size swimming pool, a running track and fitness area, one of the largest indoor playgrounds in the country and a multi-purpose play area, all connected by meandering pathways through a landscaped interior.

- **Edina Aquatic Center**

Open June through August, the Edina Aquatic Center showcases an Olympic-sized pool, a three-meter diving board and lap swimming lanes. A surf simulator – the only outdoor flow-rider in the state – giant water slide and cable ride round out the Aquatic Center amenities along with a children's pool and dry play area.

- **Edina Senior Center**

The Edina Senior Center hosts recreational, educational, health, social service events Monday through Friday with 1,500 members and a variety of activities.

- **Edina Art Center**

For participants of all ages, the Edina Art Center provides a place to enjoy art and a chance to learn how to create it. The facility features a gallery exhibition schedule of solo and group shows as well as a well-stocked gift shop.

Edina is also unique in the wide-range of services it provides to the public, including:

- **Edina Liquor**

The City owns and operates three municipal liquor stores. Edina Liquor generates more than \$1 million per year in operating income and is consistently in the top three Minnesota municipal operations in both sales and net profit.

- **Full-time Fire and Advanced Life Support (ALS) Ambulance Services**

The Edina Fire Department provides the ALS ambulance and paramedic services for all of Edina and is the only municipality in Hennepin County to provide this service.



Edina Liquor - Grandview



Parks & Recreation Department



Finance Department

- **9-1-1 Police and Fire Dispatch**

The City provides its own police and fire dispatch. It also provides full dispatching services for the neighboring City of Richfield.

- **South Metro Public Safety Training Facility**

The City is responsible for the management and staffing of the South Metro Public Safety Training Facility (SMPSTF). SMPSTF is owned by the cities of Bloomington, Eden Prairie and Edina as well as the Minneapolis/St. Paul International Airport Police Department.

- **Community Health Services**

The City Community Health Division holds a delegation agreement with the Minnesota Department of Health to license and inspect food, beverage and lodging establishments, institutions such as schools and day cares and public swimming pools.

- **Assessing Services**

The City provides assessing services. The Division estimates the market value and determines the classification of each piece of property in Edina for property tax purposes.

BRAEMAR ARENA & FIELD

Braemar Arena features three indoor and one outdoor regulation-size ice sheets for hockey and figure skating enthusiasts. Braemar Arena currently operates with 4.7 full-time employees. During the prime season, a typical high activity time will have one on-duty supervisor, three rink attendants and two concessions stand employees. Besides the full-time employees, Braemar Arena has approximately 90 part-time employees. The operating budget for Braemar Arena is \$2.2 million.

The Arena is classified as five separate buildings.

1. The West Arena opened in 1965.
2. The East Arena was called the Pavilion for 17 years. In 1987, the Pavilion was enclosed and the office area and ramp to the West Arena were added.
3. The South Arena addition was part of the 1996 park bond referendum and included the larger lobby area with concessions stand and bathrooms. The facility opened in 1997.

4. The Hornets Nest is the home to the Edina High School hockey teams and provides a public-private partnership through 10,275 feet of off-ice training and 3,000 square feet of retail space. The Hornets Nest opened in 2013.
5. The Backyard Rink opened in 2014. This outdoor facility is the only covered outdoor hockey rink in the state.

Significant partners of Braemar Arena include:

- Braemar-City of Lakes Figure Skating Club
- Edina Hornets High School hockey teams
- Edina Hockey Association

Braemar Field is a seasonal sports dome. It measures 400 feet long, 250 feet wide and 75 feet high, and is covered from November through April. The turf field is surrounded by a turf track that is open to the public when baseball and lacrosse practices are not taking place. When the dome isn't in place, the turf field is able to withstand the heavy rains that make grass fields unplayable. The Edina Soccer Club, Edina Football Association, Edina Baseball Association and Edina Lacrosse Association were all instrumental in making Braemar Field a reality. The annual operating budget for Braemar Field is \$396,000.

THE POSITION: GENERAL MANAGER – BRAEMAR ARENA AND FIELD

The General Manager – Braemar Arena and Field is responsible for the overall management of the four ice sheet complex and year-round sports field, including facilities, operations, maintenance, concessions, customer service, sales, pricing and marketing.

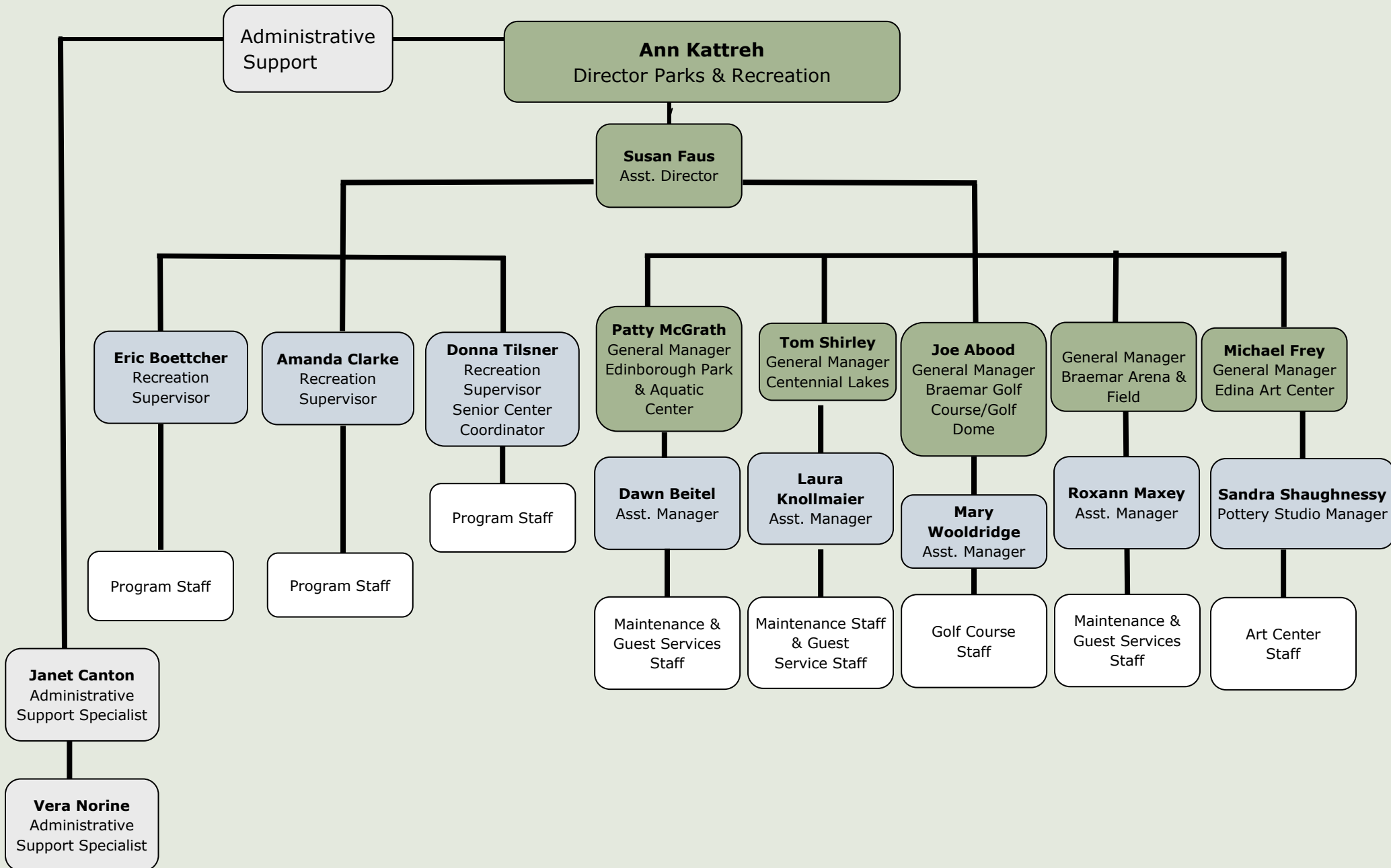
Scope of Impact

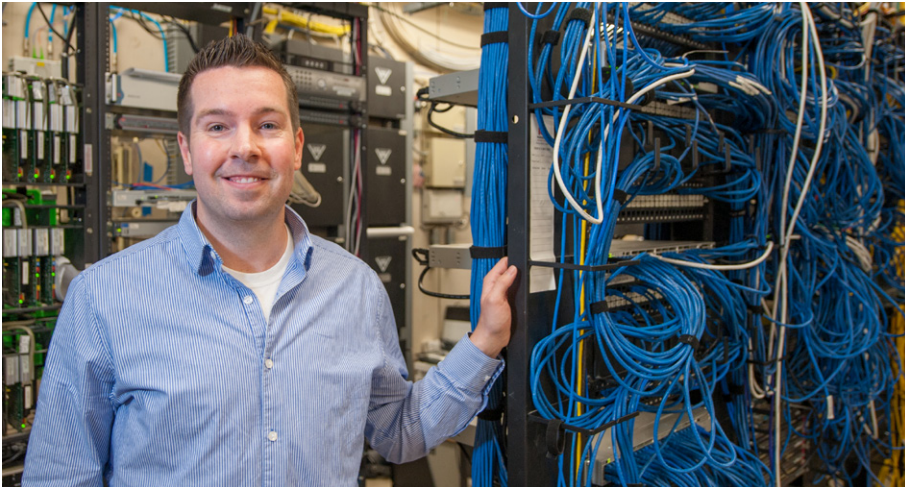
The duties and responsibilities of this job are performed with latitude for independent judgment in accordance with department and City policies and Federal, State and local regulations. The General Manager is responsible for a budget of \$2.2 million, and supervises 4.7 full-time employees and several part-time year-round employees, who, in turn, supervise part-time or seasonal staff.



Edina Police Department

Edina Parks & Recreation Department





Communications & Technology Services Department

Essential Duties and Responsibilities

Plans, directs and supervises the day-to-day operations of the Braemar Arena and Field.

- Develops and manages all long-term planning for park operations, including capital improvement plans;
- Manages facilities, handles scheduling and performs inspections;
- Provides work direction for City facility staff on maintenance, improvement and renovation projects;
- Evaluates procedures, policies and practices and makes necessary modifications based upon new innovations or for improved efficiency;
- Develops strategies to provide optimum experience for public;
- Prepares reports and surveys for the City Council, Park Board and decision-making purposes;
- Manages Braemar Field operations, including successful planning for operations, installation and removal of the seasonal Field;
- Evaluates, approves and makes purchases of equipment and supplies;
- Hires and supervises independent contractors;
- Plans for usage and programs to maximize potential income;
- Develops innovative uses for excess capacity ice time.

Manages Braemar Field operations to include the hiring, training and supervision of staff, dome programming, scheduling, budgeting, accounts payable and receivable, facility maintenance and the installation, removal and storage of the seasonal dome and related accessories and equipment.

Using independent judgment, provides supervision and leadership to Arena personnel.

- Makes and participates in decisions on matters of hiring, promotion, discharge, reward or disciplining employees under the span of control;
- Sets goals and objectives for others to work toward and monitors performance;
- Conducts ongoing feedback, coaching, mentoring and timely formal reviews of performance for assigned employees;
- Encourages employee growth and development by providing or encouraging learning opportunities;
- Assesses staff development needs and directs the provision of staff training;
- Participates in decisions regarding the content of jobs and the number of staff within the functional areas under the span of control.

Manages the facility's budgets.

- Using independent judgment, prepares and monitors annual budget and capital improvement budget, making or recommending adjustments as necessary;
- Develops short- and long-term business plans, including determining pricing, staffing, facility modifications and marketing;
- Prepares requests for annual funding and presents requests to decision-makers for approval;
- Approves expenditures for purposes and amounts that are within the budget and within the authorized approval limits of the job;
- Negotiates with vendors and contractors and works to ensure the most cost-effective alternatives are identified when planning expenditures.

Communicates courteously and professionally and maintains working relationships with others in carrying out job functions.

- Directs ongoing promotional and public relations programs to include the use of social media;
- Communicates with others relating to work assignments and progress of work or to convey information about conditions or work-related needs;
- Communications include responsibility for maintaining relationships with user groups as well as any other groups key to the function.
- Performs other duties and activities as assigned.



Parks & Recreation Department



Engineering Department



Public Works Department

Minimum Qualifications

The job requires a bachelor's degree in Parks and Recreation Administration or related field and at least five years of experience managing recreation programs and facilities, including at least two years of experience managing full-time and part-time staff. Must have experience with ice arena management.

Desired Qualifications

A master's degree in Recreation Administration, Public Administration or Business Administration. Experience in local government and working with city council, boards and commissions is preferred.



Edinborough Park



Edina Senior Center

Knowledge, Skills and Abilities Required for Successful Job Performance

- Knowledge of general accounting practices sufficient to create and manage the Arena budget;
- Basic knowledge of functions and maintenance of ice arena refrigeration systems and related arena equipment;
- The ability to provide leadership to and motivate employees;
- The ability to negotiate contracts;
- The ability to plan and promote business volume;
- Knowledge of and ability to operate standard office software sufficient to manipulate data, draft reports and maintain records;
- Verbal and written communication skills sufficient to effectively present information and respond to questions from a wide variety of audiences and draft reports, communications and marketing materials, and reading comprehension skills sufficient to read, understand and interpret varied work-related materials;
- Interpersonal skills sufficient to exchange and/or convey information, provide work direction, and maintain effective working relationships.

Physical and Mental Requirements

Physical effort is light for the majority of work, with lifting or carrying limited to 25–40 pounds intermittently. Report preparation and writing at times requires extended use of a keyboard.

Working Conditions

Most work is performed indoors. Incumbents may be exposed to work near mechanical equipment, and exposed to cold temperatures and noisy environment. There can also be exposure to potential hazards such as contagious diseases, hazardous chemicals (such as ammonia) and a loud compressor room. The job may involve dealing with and calming individuals who are emotionally charged over an issue. Work interruptions are frequent.

Some requirements in this job description may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. All requirements are subject to modification to reasonably accommodate individuals with disabilities.

Requirements are representative of minimum levels of knowledge, skills, and experience required. To perform this job successfully, the worker must possess the abilities and aptitudes to perform each duty proficiently.

This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship. The City retains the discretion to add duties or change the duties of this job at any time.

Pay Range

\$77,643–\$97,054, plus excellent benefits



APPLICATION DETAILS

Posting Date: June 17, 2016

Application deadline: July 8, 2016

To apply: EdinaMN.gov/jobs

